

**Entrepreneurship**  
**Course Number: 29:382:302**  
**Course Title: Introduction to**  
**Entrepreneurship**

## **COURSE DESCRIPTION**

Welcome to the Introduction to Entrepreneurship course!

This course will offer you various frameworks for understanding the entrepreneurial process and will expose you to some of the various challenges and issues faced by entrepreneurs who start new businesses. You will learn how to develop and evaluate business opportunities, validate business ideas through customer interviews and market research, craft and present a business proposal, and locate resources for a new venture.

The pedagogical focus of the course is largely experiential where students primarily learn the key concepts of entrepreneurship through engaging in relevant simulation activities. Students can expect a diversified approach in terms of learning methodology, involving a mix of class activities and lectures, case discussions, competitions, guest speakers, group exercises and student presentations. This format requires students to exhibit a high degree of self-direction and significant interest in entrepreneurship. Students will be challenged to work individually and in teams on projects, reports, and research. This course demands students to be engaged, flexible, and adaptive as expected of an entrepreneur.

This course is one of several offerings on the topic of entrepreneurship offered at Rutgers Business School – Newark. Other courses include: Managing Growing Ventures, Social Entrepreneurship, and Urban Entrepreneurship (*see course catalog for up to date offerings*). This introductory course in entrepreneurship is planned as a general overview on the beginning phase of starting a business and offers a brief preview to some of concepts covered in other courses.

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## **COURSE MATERIALS**

1) Textbook (REQUIRED):

**PATTERNS OF ENTREPRENEURSHIP MANAGEMENT**

5th edition, paperback or eText

By Jack M. Kaplan & Anthony C. Warren

Wiley editors

Free 14-day trial of the textbook is available at [wileystudentchoice.com](http://wileystudentchoice.com)

The online companion site includes additional chapters (Ch.12-14) and cases.

2) Canvas:

Canvas is the primary course management and communications tool for this course. Therefore, please make sure that you have proper access to Canvas and the correct email on file. Canvas will contain course announcements, lectures, assignments, and other important information. In addition, you will be required to submit individual assignments and team deliverables through Canvas.

### 3) Laptops:

Please bring a laptop to each class. In-class research and presentations are an integral part of the course, especially labs.

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## LEARNING GOALS AND OBJECTIVES

### General Objectives

By the end of the course:

1. You will have a better understanding of what entrepreneurship is and the different forms it can come in.
2. You will know how to evaluate a business idea and generate a business model.
3. You will know how to validate a business opportunity through various research methods (e.g., customer interviews, surveys, market research).
4. You will be able to write a venture proposal to address a problem through a practical solution.
5. You will be aware of the various resources available for new ventures.
6. You will acquire basic skills to work as part of a team.

### Practical Objectives

- To help you become familiar with techniques and frameworks to assess venture opportunities and to craft an action plan to capture them.
- To enable you to potentially consider entrepreneurship as a future career option
- To help you learn to use technology to identify resources, conduct research, and advertise for your business
- To provide you an opportunity to develop effective managerial skills, including:
  - written communications skills (i.e. memos, proposals, reports).
  - presentation skills (i.e. presentations, discussions, interviews).
  - team work skills (i.e., team member, team leader).

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## COURSE FORMAT

- Course meets twice per week for 1 hour and 20 minutes. The class will be conducted in a combination of lecture and laboratory format, with participants expected to play an active role in discussing the topics of the assigned readings.
- **Any readings are to be done before arriving at the class. Required readings are essential for understanding the topic for each week.**

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## **ACADEMIC INTEGRITY**

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## **ATTENDANCE AND PREPARATION POLICY**

Each student is expected to attend every class. Many of the benefits of the class will be obtained in the classroom discussions that take place. A student’s absence not only deprives them of the benefits of class discussion, but it also deprives the rest of the class of their participation. If you are not in class, you are not participating. If you are in the classroom but you are texting, web-surfing, or sleeping etc., you are not participating either.

I will regularly circulate an attendance sheet at the beginning of class. It is your responsibility to remember to sign the sheet to note your attendance. Signing the attendance sheet for others is considered academic dishonesty. Attendance & Participation will constitute 20% of your grade. If you are not in class, you are not participating –thus you may not “catch on” on participation by participating more if you missed classes. You are allowed 2 unexcused absences without any penalty. After that, you lose points from your Attendance & Participation grade for each unexcused absence.

If you are to be absent, send me an email in advance. Please also report your absence at <https://sims.rutgers.edu/ssra/>. If your absence meets Rutgers university’s qualification of an excusable absence (e.g., religious observance, a Rutgers-approved activity), send an email to me with full details and supporting documentation within 7 days of your first absence. Students who miss four (4) class sessions should consider withdrawing.

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## **EXTRA CREDIT ASSIGNMENT(S)**

At my discretion I will give ONE or more assignment for extra points during semester. The assignment(s) will be announced in class without warning. You will need to be in class the day of the announcement to be eligible to do it. The assignment(s) needs to be submitted on due time to be accepted. I will NOT accept any late submissions for extra credit assignments nor will I accept substitutions if the extra credit assignment is missed. Missing the assignment deadlines may result on missing the whole extra credit assignment.

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## **CLASSROOM CONDUCT**

It is expected that all students will conduct themselves in a professional manner and will treat everyone

with respect. In addition, there will be **NO use of cell phones, laptops, tablets, or other electronic instruments or recording devices allowed during class, unless required by the instructor to complete an in-class activity.** Furthermore, early leaves and frequent late arrivals are disruptive and therefore should be minimized as much as possible.

**Students' Class participation grade can be reduced if class conduct is deemed to be an issue.**

## ASSIGNMENT POLICY

Assignments are due on the appointed date as per the class schedule. **Missing class is not justification to miss an assignment.** If there is an assignment due on a day that you will be absent, the assignment will still be due on that day regardless. Only **in-class assignments** that are missed due to an EXCUSED absence can be made up. It is the responsibility of the student to reach out to the instructor within a week of the missed class to inquire about any missed work.

**Unless otherwise noted in the course schedule, all readings must be done and assignments must be submitted via Canvas BEFORE the class when it is due.** Submissions after the class has been started, or after the class –will be considered late and subject to deduction of points.

## GRADING AND ASSIGNMENTS

This course will entail a mix of individual and collaborative work and will require a great deal of active participation. Individual assignments are designed to assess your individual learning while team assignments are to assess your teamwork and your ability to do collaborative learning.

The breakdown of the assignments and their impact on the final grade are as follows:

<b>Individual</b>	
Intro Survey	2
Ideation Assignment	10
Ideation Presentation	5
Interview w/ an Entrepreneur	10
Elevator Pitch Assignment	8
Class Attendance and Participation	10
In-Class Assignments, Activities & Homework	10
<b>Team</b>	
Group Ideation Report	10
Customer Validation Report	10
Final Presentation	10
Final Venture Business Proposal	15

TOTAL

100 Points

## Individual Work

Each student will work individually in each one of the individual assignments. All the work is expected to be done by the students him/herself. If you know that you are going to miss a class where an assignment is due, you must submit the assignment ahead of the class. It is the responsibility of the student to ensure that the assignment is submitted on time, in the right format, and through the correct channel.

<b>In Class Attendance and Participation – 20 %</b>
<p>This includes attendance at each class, active engagement, and submission of any in-class assignments, quizzes, or activities. Please see section dedicated specifically to requirements and expectations regarding class participation.</p> <p><i>Attendance and Participation – 10 points</i></p> <p><i>In-class/HW Assignments (e.g., activities, quizzes, or homework) (submitted) – 10 points</i></p> <p>Up to 8 in-class or homework assignments will be assigned throughout the semester and will be required to be submitted in-class or via Canvas.</p>
<b>Individual Assignments– 35 %</b>
<p><i>Introduction Survey -2 points</i></p> <p>Each student will complete an introductory survey providing some academic and professional background information. The link to the online survey can be found on Canvas.</p>
<p><i>Individual Ideation Assignment – 10 Points</i></p> <p>Each student will come up with a new venture idea and will create a document describing it. The description will center on the value proposition underlying the opportunity. Specific instructions on how to complete this assignment will be made available on Canvas. Please upload the assignment to canvas when due, and send a copy of your document via email to each of your team members.</p>
<p><i>Individual Ideation Presentation – 5 Pts</i></p> <p>Each student will present their new venture idea in-class to their team members.</p>
<p><i>Interview w/ Entrepreneur Assignment – 10 Points</i></p> <p>Each student will conduct an in-depth interview with an entrepreneur. This assignment is not due until later in the semester so that students can incorporate the insights and knowledge they have gained in the first portion of the course.</p>
<p><i>Elevator Pitch Assignment – 8 Points</i></p>

Each student will be asked to critique a pitch found on YouTube against the elements of an effective pitch. Students will also be asked to generate a pitch and present it to other students in class.

## Team Work

One of the goals of the class is for you to learn to work in teams, thus I will help you to do so. To aid you to achieve this objective, the class is framed around your work in a team developing a plan to implement a venture.

Each student will work on a *Venture Proposal* with a team of colleagues. Each team will consist of 4-5 members –this may be modified depending on the course enrollment and proposed project by each team. The project will be presented at the end of the term. **All proposals need to be approved by the instructor before the teams start working on them.**

**Only one submission per team for team assignments via Canvas.** It is the full team responsibility to be sure that there is one submission on time. Multiple submissions by several team members indicate your lack of teamwork.

Teamwork requires you to be prepared and ready to have a constructive conversation every week with the rest of the members of your team. As this is a learning process, you will have feedback to help you improve from your team members. How you learn to use this feedback, and how you provide feedback, is part of your class evaluation. You will fill a team evaluation form at the end of the semester. This form will serve me to assess your final team performance and will be used to determine your contribution to your final proposal. Nevertheless, do not let this be your only feedback to me and your teammates about the teamwork. Talk to each other during the semester and let me know as soon as there is a problem so we can avoid a crisis.

### *Team's Ideation proposal – 10 Points*

Your task as a team is to select one of the venture ideas generated by one of the group members, to move forward in your process towards a feasibility study. You will report on your decision process in a written document. Specific instructions for this group assignment will be posted on Canvas and discussed in class.

### *Team Customer Validation Report – 10 Points*

Your task as a team is to conduct customer validation activities to better understand how real your assumptions are. You will report, in a written document, your customer validation activities, the insights you drew from these activities and what the next steps are. Specific instructions for this group assignment will be posted on Canvas and discussed in class.

### *Team's venture proposal presentation – 10 Points*

Teams will present their business venture idea as they would to potential partners and investors. Specific guidelines for this assignment will be provided in class and on Canvas.

*Team's venture final proposal – 15 Points*

Integrate all necessary elements to develop a solid business proposal that can be used to assess the viability of the entrepreneurial venture including its basic business model. In this report, your team is responsible for recommending a go-or-no-go decision for this venture idea. More details about content and formatting for this assignment will be provided in class and on Canvas.

Be sure to incorporate any feedback from the presentation.

Your final grade will be calculated according to the following scale:

Excellent	A	91-100
Very Good	B+	86.0 – 90.9
Good	B	81.0-85.9
Satisfactory	C+	76.0-80.9
	C	71.0 – 75.9
Unsatisfactory	D	65.0-70.9
Failing	F	0.0 – 64.9

Any issues concerning grades need to be brought to my attention within one week of receipt of the grading. I will adjust grades if I have made an error. Grades assigned at the end of the semester are not negotiable. There will be likely a large number of times that a student is just a few points away from the next grade. I will not round up.

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**COURSE SCHEDULE**

<b>WEEK/DATE</b>	<b>TOPICS</b>	<b>ASSIGNMENTS</b>	<b>TOPICS</b>	<b>ASSIGNMENTS</b>
<b>Week 1</b>	Course Introduction		The Entrepreneurial Mindset	Chapter 1

WEEK/DATE	TOPICS	ASSIGNMENTS	TOPICS	ASSIGNMENTS
Week 2	Entrepreneurial Process Ideation		Ideation & Innovation	<b>Intro Survey Assignment Due</b>  Chapter 2
Week 3	Ideation & Innovation		Business Models	Chapter 3
Week 4	Individual Ideation Presentations	<b>Individual Ideation Report &amp; Presentation Due by () on Canvas</b>	Evaluating an Opportunity	
Week 5	Market Research  (Primary Research / Customer Validation)	<b>Group Ideation Report Due by () on BB</b>  Readings TBD	Market Research  (Primary Research / Customer Validation)	Chapter 4

<b>WEEK/DATE</b>	<b>TOPICS</b>	<b>ASSIGNMENTS</b>	<b>TOPICS</b>	<b>ASSIGNMENTS</b>
<b>Week 6</b>	Market Research (Secondary Research)		Market Research (Secondary Research)	
<b>Week 7</b>	Writing Business Proposals/Plans	Chapter 6	Lab	
<b>Week 8</b>	Resourcing / Funding the Venture	Chapter 8	Lab	
<b>BREAK</b>				
<b>Week 9</b>	Social Entrepreneurship	Chapter 12 (available online only)	Lab	<b>Customer Validation Reports Due by on BB</b>
<b>Week 10</b>	Lifestyle Entrepreneurship		Lab	<b>Interview with an Entrepreneur Assignment Due on BB by</b>

WEEK/DATE	TOPICS	ASSIGNMENTS	TOPICS	ASSIGNMENTS
<b>Week 11</b>	Communicating the Opportunity	Chapter 10	Elevator Pitch	<b>Elevator Pitch Assignment</b>  <b>Part 1: Due on BB by</b> <b>Part 2: Due by</b>
<b>Week 12</b>	Business Proposal Workshop		Business Proposal Lab	
<b>Week 13</b>	Team Investor Presentation Workshop		Team Investor Presentation Lab	
<b>Week 14</b>	Venture Presentations		Venture Presentations	<b>Final Venture Proposal Due by</b>

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## SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the

Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]